

ITIL® Product Version 5



CATEGORY
IT Service Management



LEVEL
Advanced



DURATION
3 days

COURSE DELIVERY

Classroom or virtual Classroom

TARGET AUDIENCE

This course suits professionals involved in managing digital products and services:

- IT & Product: IT managers, product managers/owners, digital transformation leads
- Service & Operations: service/operations managers, SREs, DevOps practitioners
- Business & Strategy: business analysts, enterprise architects, senior consultants
- Governance & Compliance: IT governance, risk, sourcing, and vendor management professionals

PREREQUISITES

Any ITIL 4 certification or ITIL Foundation (Version 5) or ITIL Foundation Bridge (Version 5).

EXAM INFO

- 90 minutes duration
- 40 multiple-choice questions
- 70% (28/40) required to pass
- Open book*

CERTIFICATE

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EXAM BODY

PeopleCert

COURSE DESCRIPTION

Managing digital products in today's complex, fast-moving environment demands more than technical know-how — it requires a structured, proven approach that connects product capabilities directly to business outcomes. The **ITIL® Product (Version 5)** certification equips IT professionals, product managers, and service leaders with the skills to manage digital products as integrated value streams, from initial discovery through to ongoing support.

Developed by AXELOS and globally recognised across industries, this industry-recognised certification positions you at the forefront of modern digital product management. Whether you are looking to advance your career, lead high-performing teams, or align your organisation's product delivery with strategic goals, this course gives you the practical, job-ready foundation to do exactly that.

LEARNING OBJECTIVES

Following the completion of the course, you will be able to:

- Understand the **key concepts** of digital products and services and how they deliver value
- Explain the **scope, purpose, and benefits** of the ITIL Product and Service Lifecycle Model
- Describe how **value chain activities** support each stage of the product lifecycle
- Apply the purpose, steps, roles, outputs, **critical success factors (CSFs)**, and metrics for each lifecycle activity
- Explain how **management practices** enable value chain activities
- Describe how **operating models and value streams** support digital product management
- Understand how **AI, automation, PRINCE2, and DevOps** integrate with and strengthen lifecycle delivery

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RELATED TRAINING

- ITIL® Product Version 5
- ITIL® Service Version 5
- ITIL® Experience Version 5
- ITIL® 4 Specialist: Create Deliver & Support
- ITIL® 4 Strategist: Direct, Plan & Improve
- ITIL® 4 Specialist: High Velocity IT
- ITIL® 4 Specialist: Drive Stakeholder Value
- ITIL® 4 Leader: Digital & IT Strategy
- ITIL® 4 Specialist: Monitor, Support & Fulfil
- ISO/IEC 20000 Auditor
- ISO/IEC 20000 Practitioner
- AgilePM® Agile Project Management Foundation

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SKILLS YOU'LL BUILD

• End-to-End Digital Product Management

Manage digital products throughout their full lifecycle — from discovery to support — using the ITIL Product and Service Lifecycle Model, a structured, industry-tested framework.

• Cross-Functional Value Alignment

Break down organisational silos and align stakeholders across the ITIL Value System and lifecycle activities to strengthen collaboration within multifunctional product and service teams.

• Evidence-Based Product Decision-Making

Use metrics, feedback loops, and lifecycle performance data to measure success, refine strategy, and guide product delivery decisions with confidence.

COURSE STUDENT MATERIAL

You'll have access to the official eBook, learning resource kit, and mock exam, giving you strong support on the way to certification.



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EMPOWERING PROFESSIONALS

As MindMagine, we have trained more than 65,000 professionals over Asia and Oceania since 2001.

Our focus in our training is to empower our participants by balancing practical experience and the theoretical background. The participants walk away with knowledge to apply the learnings and the theoretical background to successfully pass the exam requirements.

Our education portfolio ranges from courses in business services and processes to IT services and processes. This portfolio has enabled us to support our clients end to end in their organizations and enable synergy throughout corporate value chains.

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CONCEPTS COVERED

1. ITIL Foundation Recap & Digital

Products Overview

- Introduction to digital products and services
- Benefits and challenges of the ITIL Product and Service Lifecycle from a product vendor perspective

2. Discover

- Purpose, key concepts, and practices of the Discover activity
- Steps, outputs, success factors, and metrics

3. Design

- Purpose, key concepts, and practices of the Design activity
- Steps, outputs, success factors, and metrics

4. Acquire

- Purpose, key concepts, and practices of the Acquire activity
- Steps, outputs, success factors, and metrics

5. Build

- Purpose, key concepts, and practices of the Build activity
- Steps, outputs, success factors, and metrics

6. Transition

- Purpose, key concepts, and practices of the Transition activity
- Steps, outputs, success factors, and metrics

7. Operate

- Purpose, key concepts, and practices of the Operate activity
- Steps, outputs, success factors, and metrics

8. Deliver

- Purpose, key concepts, and practices of the Deliver activity
- Steps, outputs, success factors, and metrics

9. Support

- Purpose, key concepts, and practices of the Support activity
- Steps, outputs, success factors, and metrics

10. Managing the End-to-End Lifecycle

- Full lifecycle integration and management
- The ITIL AI Capability Model
- How AI and automation shape product management methods and tools

11. ITIL and Complementary Frameworks

- How ITIL and DevOps work together in digital product and service lifecycle management
- How ITIL and PRINCE2 complement each other in product lifecycle delivery